Sofia Ramirez

Product Designer · UI/UX

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SUMMARY

Entry-level product designer with an internship and freelance work across mobile and web onboarding flows. Redesigned a sign-up flow that raised completion from 54% to 71% in an A/B test with 8,000 users.

EXPERIENCE

Kestrel Health Jun 2025 - Sep 2025

Product Design Intern *Seattle, WA*

- Redesigned the patient sign-up flow from 7 screens to 4, raising completion from 54% to 71% in an A/B test with 8,000 users
- Ran 10 moderated usability sessions and synthesized findings into 3 design changes the team shipped that quarter
- Built 35 components and tokens in the Figma design system, aligned with the iOS and Android engineering libraries

Freelance Jan 2024 - May 2025

UI/UX Designer *Seattle, WA*

- Designed websites and booking flows for 5 local businesses; one cafe's online orders rose from 40 to 110 a week
- Delivered clickable Figma prototypes and handoff specs so each client's developer built without follow-up calls

PROJECTS

Transit trip planner redesign (case study)

- Interviewed 12 bus riders and tested 3 prototypes; cut time to find a route from 48s to 21s in task tests

EDUCATION

University of Washington Sep 2021 - Jun 2025

B.Des. Interaction Design · GPA 3.8/4.0 · Relevant Coursework: User Research Methods, Interaction Design Studio, Information Architecture, Prototyping *Seattle, WA*

SKILLS

Design: Figma, FigJam, Prototyping, Design systems, Wireframing, Accessibility (WCAG 2.2)
Research & Tools: Usability testing, User interviews, Maze, Dovetail, HTML/CSS, Framer

CERTIFICATIONS

Google UX Design Professional Certificate